

CITY OF SAN DIEGO REDEVELOPMENT AGENCY

REQUEST FOR QUALIFICATIONS

FOR

ECONOMIC CONSULTANT SERVICES

City of San Diego Redevelopment Agency  
600 "B" Street, Suite 400  
San Diego, CA 92101

March 17, 2003



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## **INTRODUCTION**

The Redevelopment Agency of the City of San Diego was created by the City Council in 1958. The City of San Diego Redevelopment Agency consists of three divisions: the City Redevelopment Division (housed in the City of San Diego Community and Economic Development Department), the Centre City Development Corporation and the Southeastern Economic Development Corporation. Although the Redevelopment Agency is a separate, legal entity, the City Council serves as its legislative body. The chairs the Agency, the City Manager is the executive director, and the City Attorney serves as general counsel.

On August 6, 2002, the City Council declared a Housing State of Emergency in the City of San Diego. Following that action, the Council approved a proposal by the Comprehensive Affordable Housing Strategy Collaborative ("the Collaborative"). The proposal leverages the redevelopment Low- and Moderate-Income Housing Fund to create a \$55 million pool of secured assets to assist in developing 2,185 new affordable housing units in the next five years. The participating agencies are the Redevelopment Agency of the City of San Diego ("Agency"), Centre City Development Corporation ("CCDC"), Southeastern Economic Development Corporation ("SEDC"), and the San Diego Housing Commission ("SDHC").

The Agency is requesting qualifications from economic consultant firms for professional services for assisting in the analysis of proposals and formulation of funding recommendations for development proposals received through the NOFA to Develop New Affordable Housing in the City of San Diego using Low and Moderate Income Housing Funds (the "NOFA"). The purpose of this Request For Qualifications ("RFQ") is to provide the Agency with a consultant or pool of consultants who will provide guidance and assistance to the Agency in the economic evaluation of affordable housing proposals received through the NOFA. At this time, no subconsultant services are anticipated for this project.

## **SCOPE OF WORK**

The consultant (s) will be required to have available personnel who have been successful in the professional services and activities of economic consultant services. The professional firm selected shall provide assistance in conducting analysis, recommendations, correspondence, preparation of reports, presentation to groups or individuals, and attendance at meetings as needed. When and as directed by Agency staff, the consultant (s) shall perform consulting services for redevelopment projects to include, but not be limited to, the following:

- \* Consult, assist, and advise Collaborative staff and the Agency with respect to marketing, financial and disposition problems, including the market

feasibility testing of development concepts proposed by potential developers;

- \* Consult, assist, and advise Collaborative staff and the Agency with respect to Federal and State assisted housing programs, non-profit housing organizations, the use of tax credits and financing of low and moderate and mixed income/mixed use housing developments;
- \* Participate in formal and informal discussions and presentations with potential developers and community officials;
- \* Prepare limited evaluation of existing market and economic feasibility studies;
- \* Assist the Agency in the evaluation of the financial feasibility of projects (pro forma analysis) and recommend appropriate Agency financial participation;
- \* Advise and consult with developers, architects and other consultants regarding project feasibility, planning, and design;
- \* Assist the Agency in the preparation of the necessary legal documents for the approval of the sale or lease of Redevelopment Agency-owned property; and
- \* Coordinate assigned tasks with Agency, CCDC, SEDC and Housing Commission's staff.

## **PUBLIC DISCLOSURE**

As a general rule, all documents received by the Agency are considered public records and will be made available for public inspection and copying upon request. If you consider any documents submitted with your response to be proprietary or otherwise confidential, please submit a written request for a determination of whether the documents can be withheld from public disclosure **no later than ten (10) days prior to the due date** of your response. If you do not obtain a determination of confidentiality prior to the submittal deadline, any document(s) submitted will be subject to public disclosure.

## **SUBMITTAL FORMAT AND CONTENT**

All respondents are required to follow the format specified below. The contents of the submittal must be clear, concise, and complete. Each section of the submittal *shall be tabbed* according to the numbering system shown below to aid in expedient information retrieval (NOTE: Respondents shall base their submittals on the "Scope of Work.")

Submittal Cover - Include the Request For Qualification's title and submittal due date, the name, address, fax number, and the telephone number of principal firm.

Table of Contents - Include a complete and clear listing of headings and pages to allow easy reference to key information.

- I. Cover Letter - The cover letter should be brief (two pages maximum), and any changes to the format or deletions of requested materials should be explained in the cover letter. Describe how the delivery of services will be provided to the Agency, including the location of the firm's offices and the response time to the Agency's requests. If the firm is proposing to co-respond with another principal firm, the cover letter must specify the type of services to be provided by each firm and the proposed percentage allocated to that phase or function of the service. In addition, describe those conditions, constraints, or problems that are unique to the scope of work that may adversely affect either the cost or work progress; identify the team members (i.e., joint partners and subconsultants); and include the title and signature of the firm's contact person for this procurement. The signatory shall be a person with official authority to bind the company.
- II. Methods and Strategic Plan - Describe your methods and plan for carrying out the Scope of Work.
- III. Qualifications and Experience - This section shall contain the following: A description of the team's experience by firm in providing economic consulting services for public entities and/or the private sector. The firms' experiences in the past three (3) years specifically related to the scope of work shall be listed consecutively with the awarding and completion dates noted. Each listed experience shall include the name(s) and telephone number(s) of the firm's project manager and the client's project manager for each listing. When listing subconsultants, describe the listed experience and the exact tasks that each firm will perform.
- IV. List of Project Personnel - This list should include the identification of the contact person with primary responsibility for this project, other project personnel, including partners and/or subconsultants, and their individual areas of responsibility. The persons listed will be considered as committed to the project. A résumé for each professional and technical person assigned to the project, including partners and/or subconsultants, shall be submitted. The résumés shall include at least two references from previous assignments.
- V. Organization Chart - An organization chart containing the names of all key personnel, joint venture partners, and subconsultants with titles and their specific task assignment for this project shall be provided in this section.

- VI. Other Information - This section shall contain all other pertinent information regarding this procurement in the following order:
- A. Description of insurance coverage for prime respondent and co-venture partner(s) (types of coverage and policy limits, deductible, exclusions, and outstanding claims);
  - B. Description of in-house resources for prime respondent and co-venture partner(s) (i.e., computer capabilities, software applications, modem protocol, and modeling programs, etc.);
  - C. Completed Equal Opportunity Contracting Program (EOCP) Consultant Requirements (Attachment 1);
  - D. Copy of valid MBE/WBE/DBE/DVBE-certification certificate of listed firms to be utilized in this project for prime respondent, co-venture partner(s), subconsultants, and/or vendors;
- VII. Schedule of Rates - The respondent shall provide Fees and Schedule of Hourly Rates.

### **SUBMITTAL SCHEDULE**

The solicitation, receipt and evaluation of submittals, and the selection of the provider of consultant services will conform to the following schedule. (Note: Dates are subject to change.)

Distribution/Advertisement	March 17, 2003
Submittal of Qualifications	April 7, 2003; 5:00 pm
Submittal Review	To be Determined (TBD)
Interviews	April 22, 2003
Agency Approval	May 20, 2003

One original and (6) copies of the submittal shall be delivered no later than 5:00 p.m. on the Submittal of Qualifications date listed above to:

Mr. James Davies  
Community Development Coordinator  
City of San Diego Redevelopment Agency  
600 "B" Street, Suite 400  
San Diego, CA 92101  
619/533-5373

Copies received by FAX shall **not** be deemed received.

## **SUBMITTAL SELECTION PROCESS**

The Agency Pre-Selection Committee will review submittals which meet the outlined requirements stated herein. The Committee will "short-list" the most qualified firms, utilizing the selection criteria listed below. In the event that an interview is required by the Selection Committee, it is mandatory that all principal firms and the designated project manager attend.

## **SUBMITTAL EVALUATION CRITERIA**

Submittals received by the Agency will be evaluated according to the criteria listed below:

- Conformance to the specified RFQ format;
- Organization, presentation, and content of the submittal;
- Specialized experience and technical competence of the firm(s), (including principal firms, joint venture-partners, and subconsultants), considering the types of service required; the complexity of the project; record of performance; and the strength of the key personnel who will be dedicated to the project;
- Proposed methods and overall strategic plan to accomplish the work in a timely and competent manner;
- Knowledge and understanding of the local environment and a local presence for interfacing with the Agency;
- A willingness to make meaningful wide-range subcontracting and employment opportunities available to all interested and qualified firms and individuals in the market place;
- Financial stability of the principal consultant and/or a consultant team;
- Ability to meet the insurance requirements as stated in the Terms and Conditions of the RFQ unless the Agency, at its sole discretion, decides to modify or waive the insurance requirements; and
- Consultant fee structure and schedule of hourly rates.



## **TERMS AND CONDITIONS**

Issuance of this RFQ does not commit the Agency to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure a contract for services. All respondents should note that the execution of any contract pursuant to this RFQ is dependent upon the approval of the Redevelopment Agency.

The Agency retains the right to reject all submittals. Selection is also dependent upon the negotiation of a mutually acceptable contract with the successful respondent. Each submittal shall be valid for not less than ninety (90) days from the date of receipt.

The firm(s) selected to perform the work described in this RFQ will be required to provide evidence of public liability and property damage insurance with limits of not less than \$1 million for injury to, or death of, one or more persons and/or property damage arising out of a single accident or occurrence insuring against all liability of the City of San Diego, Agency, selected consultant, its subcontractor(s), and its authorized representatives, arising out of, or in connection with, the performance of work under the contract with the Agency. Professional liability insurance (errors and omissions) shall be required of said firm in the minimum amount of \$2 million. Said insurance shall be provided at the sole cost and expense of the firm selected, unless the requirement is modified or waived by the Agency.

The firm(s) selected shall comply with City of San Diego's Equal Opportunity Program. To assist you in this regard, please refer to the Equal Opportunity Program requirements section of this RFQ. Violations of City's equal opportunity requirements may result in a breach of contract.

## **EQUAL OPPORTUNITY PROGRAM REQUIREMENTS**

The City of San Diego is strongly committed to equal opportunity in solicitation of professional service consultants to assure that consultants doing business with, or receiving funds from, the City are equal opportunity contractors and employers. The City encourages prime consultants to share this commitment. Prime consultants are encouraged to take positive steps to diversify and expand their subconsultant solicitation base and to offer consulting opportunities to all eligible subconsultants. Individuals, contractors, vendors, consultants, grantees, lessees, and banks contracting with City must comply with City's Equal Opportunity Program.

Strategies to Assemble a Successful Submittal Team:

1. Use City and Caltrans directories of MBE/WBE/DBE/DVBE-certified businesses providing the needed services. Call or write to the listed certified firms. (Directories are available at the City's EOCP office - 619/533-4464 and Caltrans at 916/445-3520 or on the Internet at [www.dot.ca.gov/hq/bep/](http://www.dot.ca.gov/hq/bep/)).

2. Attend pre-submittal meetings scheduled to discuss the solicitation.
3. Advertise subconsulting opportunities in general circulation, trade associations, community organizations and special interest newspapers in a timely manner (including but not limited to entities reaching out to MBE/WBE/DBE/DVBE-certified firms).
4. Utilize the services of community organizations, professional associations focusing on, but not limited to, women and under-represented ethnic groups, and local, state, and federal small business assistance offices and other organizations for referrals.

In the event that City of San Diego- or Caltrans-certified MBE, WBE, DBE and/or DVBE firms are to be utilized on this project as prime, partners, subconsultants, or vendors, identify those firms as MBE, WBE, DBE or DVBE-certified firms on the *Subconsultant List* and provide evidence of valid certification in Section VI of the submittal. The *Subconsultant List* must include the name of the firm, a contact person and phone number for the principal firm, all joint partners, subconsultants, and/or vendors to be utilized in this project, the specific type of service to be provided by each, the estimated percentage of the total contract dollar amount, designation of certified MBE, WBE, DBE, and/or DVBE and the MBE, WBE, DBE, and/or DVBE certifying entity must be listed on the *Subconsultant List*. All Other Business Enterprise (OBE) firms should be listed on the *Subconsultant List* as well.

The *Subconsultant List* is a part of this submittal and will become part of the contract. The selected respondent will ensure that all team members, including the prime, co-venture partners, subconsultants and/or vendors are listed. No changes to the *Subconsultant List* will be allowed without prior written approval from the Agency. Subconsultants are expected to complete a minimum of 75% of their listed scope of work with their own work forces.

Please refer to Attachment 1 Equal Opportunity Contracting Program (EOCP) Consultant Requirements and complete forms, as appropriate.

### **LOCAL BUSINESS AND EMPLOYMENT**

The respondent acknowledges that the City seeks to promote employment and business opportunities for local residents and firms on all City contracts. The respondent will, to the extent legally possible, solicit applications for employment and proposals for subcontracts for work associated with this document from local residents and firms as opportunities occur. The respondent agrees to hire qualified local residents and firms whenever feasible.

## **AGENCY CONTACT**

The Agency looks forward to receiving a submittal from you. If you have any questions regarding this RFQ, please contact:

James Davies  
Community Development Coordinator  
City of San Diego Redevelopment Agency  
600 "B" Street, Suite 400  
San Diego, CA 92101  
619/533-5373

## **ATTACHMENT**

Attachment 1	EQUAL OPPORTUNITY CONTRACTING PROGRAM (EOCP) CONSULTANT REQUIREMENTS
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Note: Incomplete submittals, incorrect information, or late submittals shall be cause for immediate disqualification.